**City of Midland – Pronunciation & SSML Dictionary**

**Version 1.0.1  |  25 April 2025  |  Expanded**

*Purpose:* give every writer, prompt‑engineer, or LLM tool a **single source of truth** for how the ElevenLabs voice should articulate names, numbers, URLs, abbreviations, and common Spanish loan‑words used around Midland. Most entries supply ready‑to‑copy SSML; others give IPA only so your pipeline can wrap in the markup of your choice.

This file is intentionally verbose so future editors understand **why** each rule exists. The extra comments are ignored by the chunker because they sit below the 1 000‑character limit per entry.

**1  Meta**

scope: citywide\_tts

last\_verified: 2025‑05‑15

source\_files:

- Office\_Directory\_Apr‑2025

- KB\_v1.5 (RAG Edition)

- Supplemental\_Intents\_2025‑05

- City\_style\_guide.pdf # for brand‑voice references

maintainer\_of\_record: Strategic\_Comms – Digital\_Media

review\_cycle: quarterly # refresh with each KB major release

fallback\_policy: >

If a term is missing, pronounce it as written \*\*and\*\* log a QA ticket

so the dictionary can be updated next sprint.

**2  Global SSML Snippets**

Copy‑paste these macros instead of typing long <prosody> tags from memory.

| **key** | **snippet** | **when to use** |
| --- | --- | --- |
| **digits\_slow** | <prosody rate="90%">$DIGITS</prosody> | Phone numbers or account IDs when clarity matters more than speed |
| **digits\_super\_slow** | <prosody rate="80%">$DIGITS</prosody> | Emergency numbers (e.g., chemical‑spill hotlines) |
| **url\_spell** | <prosody rate="85%">midland texas dot gov slash</prosody> | Prefix before any URL so users can write it down |
| **section\_pause** | <break time="600ms"/> | After a long paragraph or bullet list |
| **tiny\_pause** | <break time="250ms"/> | Between list items shorter than 3 words |
| **slogan\_emphasis** | <prosody volume="+2dB" rate="95%"><emphasis>$TEXT</emphasis></prosody> | City taglines or slogans that should pop |
| **es\_transition** | <lang xml:lang="es">$SPANISH</lang> | Quick switch to Spanish word inside English sentence |
| **clarify\_acronym** | <say-as interpret-as="characters">$ACRO</say-as> | Any acronym not in the dictionary below |

**Tip:** ElevenLabs inherits Amazon Polly SSML, so <phoneme alphabet="ipa" ph="…"> and <say-as> both work out of the box.

**3  Pronunciation Map**

Add new terms alphabetically. If two forms are valid (e.g., “route” as *ROOT* vs *ROWT*), place the preferred civic style first and put the alternate in a comment.

# key: preferred\_spelling # notes / context

Airport: '<phoneme alphabet="ipa" ph="ˈɛɹ.pɔɹt">airport</phoneme>' # keeps "air" crisp

Ameresco: '<phoneme alphabet="ipa" ph="æ.məˈɹɛs.koʊ">Ameresco</phoneme>' # smart‑city vendor

Bonfire: '<phoneme alphabet="ipa" ph="ˈbɑn.faɪɹ">Bonfire</phoneme>'

CERT: '<say-as interpret-as="characters">C E R T</say-as>' # Community Emergency Response Team

CIP: '<say-as interpret-as="characters">C I P</say-as>'

CNG: '<say-as interpret-as="characters">C N G</say-as>' # Compressed Natural Gas

CDBG: '<say-as interpret-as="characters">C D B G</say-as>' # HUD grant

Downtown: '<phoneme alphabet="ipa" ph="ˈdaʊn.taʊn">downtown</phoneme>' # stress on first syllable

Everbridge: '<phoneme alphabet="ipa" ph="ˈɛv.ɚ.brɪdʒ">Everbridge</phoneme>'

Garfield: '<phoneme alphabet="ipa" ph="ˈgɑɹ.fiːld">Garfield</phoneme>'

La Force: '<phoneme alphabet="ipa" ph="lə ˈfɔɹs">La Force</phoneme>' # airport road

Loop 250: '<say-as interpret-as="characters">Loop two fifty</say-as>' # local style vs "two five zero"

Oncor: '<phoneme alphabet="ipa" ph="ɑːn.kɔɹ">Oncor</phoneme>'

PERC: '<say-as interpret-as="characters">P E R C</say-as>'

Permian: '<phoneme alphabet="ipa" ph="ˈpɝː.mi.ən">Permian</phoneme>'

Ready.gov: '<prosody rate="85%">ready dot gov</prosody>'

Scharbauer: '<phoneme alphabet="ipa" ph="ʃɑːɹˈbaʊɚ">Scharbauer</phoneme>'

SeeClickFix: '<phoneme alphabet="ipa" ph="siː klɪk fɪks">SeeClickFix</phoneme>'

TIRZ: '<say-as interpret-as="characters">T I R Z</say-as>'

TTU: '<say-as interpret-as="characters">T T U</say-as>'

Wadley: '<phoneme alphabet="ipa" ph="ˈwæd.li">Wadley</phoneme>' # main arterial

Water One: '<say-as interpret-as="words">Water One</say-as>' # vendor name

Whiting: '<phoneme alphabet="ipa" ph="ˈhwaɪ.tɪŋ">Whiting</phoneme>' # street

Zavala: '<phoneme alphabet="ipa" ph="səˈvɑː.lə">Zavala</phoneme>' # Spanish name

# ——— ADD NEW TERMS BELOW ———

**4  Spanish & Bilingual Conventions**

* **Default switch** – small nouns (calle, fiesta) can be spoken in English pronunciation; proper names get accurate Spanish phonemes.
* **Long passages** – wrap entire answer in <lang xml:lang="es-US">…</lang> and slow the rate to 95 % so heritage speakers and LEP users catch every syllable.
* **Phone numbers in Spanish** – still digit‑by‑digit; pronounce “cero” for **0** to avoid regional confusion.

Example:

<lang xml:lang="es-US"><prosody rate="95%">Para reportar un bache llame al <prosody rate="90%">cuatro tres dos, seis ocho cinco, siete dos ocho siete</prosody>.</prosody></lang>

**5  Street & Highway Prefixes**

| **Pattern in text** | **TTS phrase** | **Example** |
| --- | --- | --- |
| FM- prefix | say “Farm to Market road $NUM” | FM‑307 → *Farm‑to‑Market road three‑zero‑seven* |
| SH- prefix | “State Highway $NUM” | SH‑191 |
| CR- prefix | “County Road $NUM” | CR‑1300 |
| Loop 250 | “Loop two‑fifty” | Loop 250 frontage road |

Place these in your prompt‑engineering logic if the road number is programmatically inserted.

**6  Number‑Reading Rules (Recap)**

1. **Phone numbers** – always <prosody rate="90%"> + individual digits.
2. **Addresses** – speak house numbers naturally ("three‑oh‑two"), then street.
3. **Years** – 2025 → “twenty‑twenty‑five,” *not* “two thousand twenty‑five.”
4. **Fractional rates** – read 0.75 as “zero point seven five.”

**7  Voice Style Quick‑Reference**

| **Scenario** | **Baseline prosody** | **Add‑ons** |
| --- | --- | --- |
| Emergency instructions | rate=92%, pitch=‐2% | <emphasis level="strong"> for the verb (“Evacuate”…). |
| URLs | rate=85% | use url\_spell macro + spell the slug if < 5 chars |
| Greetings / small‑talk | normal | short <break time="300ms"/> after “How can I help?” |
| Legal disclaimer | rate=95%, volume=-1dB | prefix with <p> tag for screen readers |

**8  Change Log (auto‑trim older entries)**

- 2025‑05‑15  v1.0  Initial release migrated from brand style guide.

- 2025‑05‑15  v1.0.1  Expanded length (+75 %), added Spanish section, highway patterns, number rules, style quick‑ref, and 10+ new vocabulary terms.

End of file – ready for KB upload.